

Honeywell



Craig Jeffries is Vice President, Marketing and E-Business, for Honeywell's Business and General Aviation group. He currently leads the group's strategic marketing, business planning, and Internet activities for a nearly \$2B business in the general aviation market for Honeywell.

Prior to joining Allied Signal's Electronics and Avionics Systems group in 1998, Craig was a Strategic Marketing executive for Hewlett Packard's Automated Test Group, where he was responsible for HP's strategic planning, global product marketing, and marketing communications activities in the semiconductor and printed circuit board test and measurement arena.

During his 16 years at Hewlett Packard, Craig held various Marketing and Research and Development positions in the U.S., Europe, and Asia, with primary focus on developing and implementing market-focused strategies for high-growth technology businesses. At HP, Craig led a number of successful new product programs, successfully managed several corporate acquisitions and partnerships in Asia, and launched a broad corporate initiative targeted at a multi-billion dollar growth opportunity.

Craig has a Bachelor of Science degree in Electrical Engineering from the University of California, Irvine and a Master of Science in Finance from the University of Denver.

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